WHAT IS CLAIMED IS:

1. A pharmaceutical composition comprising one or more substances having an activity of inhibiting an effect of nitric oxide *in vivo* and a pharmaceutically acceptable carrier.

2. The pharmaceutical composition of Claim 1, wherein the substance having an activity of inhibiting the effect of nitric oxide *in vivo* is a substances having the activity of inhibiting the biosynthesis of nitric oxide *in vivo*.

3. The pharmaceutical composition of Claim 2, wherein the substance having the activity of inhibiting the biosynthesis of nitric oxide *in vivo* is a substrate analog of nitrogen monoxide synthase.

4. The pharmaceutical composition of Claim 2, wherein the substance having the activity of inhibiting the biosynthesis of nitric oxide *in vivo* is a substance having the activity of inhibiting the catalytic activity of nitric oxide synthase.

5. The pharmaceutical composition of Claim 1, wherein the substance having an activity of inhibiting the effect of nitric oxide *in vivo* is a substances having the activity of eliminating nitric oxide *in vivo*.

6. The pharmaceutical composition of Claim 3, wherein the substrate analog of nitric oxide synthase is selected from the group consisting of Nw - nitro - L - arginine methyl ester (L-NAME), Nw - monomethyl - L - arginine (L-NMMA), Nw - itro - arginine, Nw - allyl - L - arginine, Nw - cyclopropyl - L - arginine, Nw - amino - L - arginine, Nw - nitro - L - arginine - p - nitroanilide and Nw, Nw - dimethylarginine.

7. The pharmaceutical composition of Claim 4, wherein the substance having the activity of inhibiting the catalytic activity of nitric oxide synthase is selected from the group consisting of 2 - iminobiotin, L - thiocitruline, L - homothiocitruline, S - methyl-L - thiocitruline, S - ethyl - L - thiocitruline, S - methylisothiourea, S - ethylisochiourea, S - isopropylisothiourea, S, S (1, 3 - phenilenebis (1, 2 - ethanediyl)) bisisothiourea, 2 - amino thiazoline, 2 - aminothiazole, - (3 - (aminomethyl) benzyl) - acetamidine, N (- (4, 5 - dihidrothiazole - 2 - yl) ornithine, N (- iminoethyl - L - ornithine, L - N6 - (1 - iminoehtyl) - lysine, AR - R17477, HMN-1180, (2 - trifluoromethylphenyl) imidazole, 7 - itroindazole, 6 - nitroindazole and indazole.

8. The pharmaceutical composition of Claim 5, wherein the substance having the activity of eliminating nitric oxide *in vivo* is selected from the group consisting of carboxy - 2 - phenyl - 4, 4, 5, 5 - tetramethyl - imidazoline - 1 - oxyl - 3 - oxide and hemoglobin.

9. The pharmaceutical composition of Claim 1 which further comprises one or more agents selected from the group consisting of a histamine H1 receptor antagonist, a local anesthetic and an anti-inflammatory agent.

10. A method of treating noninflammatory pruritus, comprising the step of administrating one or more substances having an activity of inhibiting an effect of nitric oxide *in vivo* to a patient suffering from the pruritus.

11. The method of Claim 10, wherein the substance having an activity of inhibiting the effect of nitric oxide *in vivo* is

a substance having the activity of inhibiting the biosynthesis of nitric oxide *in vivo*.

12. The method of Claim 11, wherein the substance having the activity of inhibiting the biosynthesis of nitric oxide *in vivo* is a substrate analog of nitric oxide synthase.

13. The method of Claim 11, wherein the substance having the activity of inhibiting the biosynthesis of nitric oxide *in vivo* is a substance having the activity of inhibiting the catalytic activity of nitric oxide synthase.

14. The method of Claim 10, wherein the substance having an activity of inhibiting the effect of nitric oxide *in vivo* is a substance having the activity of eliminating nitric oxide *in vivo*.

15. The method of Claim 12, wherein the substrate analog of nitric oxide synthase is selected from the group consisting of Nw - nitro - L - arginine methyl ester (L-NAME), Nw - monomethyl - L - arginine (L-NMMA), Nw - itro - arginine, Nw - allyl - L - arginine, Nw - cyclopropyl - L - arginine, Nw - amino - L - arginine, Nw - nitro - L - arginine - p - nitroanilide and Nw, Nw - dimethylarginine.

16. The method of Claim 13, wherein the substance having the activity of inhibiting the catalytic activity of nitric oxide synthase is selected from the group consisting of 2 - iminobiotin, L - thiocitruline, L - homothiocitruline, S-methyl-L-thiocitruline, S - ethyl - L - thiocitruline, S - methylisothiourea, S - ethylisochiourea, S - isopropylisothiourea, S, S (1, 3 - phenilenebis (1, 2 - ethanediyl)) bis - isothiourea, 2-amino thiazoline,

2-aminothiazole, N-(3-(aminomethyl)benzyl)-acetamidine, N(- (4, 5 - dihidrothiazole - 2 - yl) - ornithine, N(-iminoethyl - L - ornithine, L - N6 - (1 - iminoehtyl)-lysine, AR-R17477, HMN - 1180, (2 - trifluoromethylphenyl) - imidazole, 7 - nitroindazole, 6 - nitroindazole and indazole.

17. The method of Claim 14, wherein the substance having the activity of eliminating nitric oxide *in vivo* is selected from the group consisting of carboxy - 2 - phenyl - 4, 4, 5, 5 - tetramethyl - imidazoline - 1 - oxyl - 3 - oxide and hemoglobin.

18. A method of treating noninflammatory and inflammatory pruritus, comprising the step of administrating one or more substances having an activity of inhibiting an effect of nitric oxide *in vivo* and one or more agents selected from the group consisting of a histamine H1 receptor antagonist, a local anesthetic and an anti-inflammatory agent to a patient suffering from the pruritus.